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NEW APPLICATION TRANSMITTAL

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JC970 U.S. PTO

**ASSISTANT COMMISSIONER FOR PATENTS**  
**Box Patent Application**  
**Washington, D.C. 20231**

PATENT  
Attorney Docket No.: 19880-003900  
Client Ref.: 302

Dear Sir or Madam:

Transmitted herewith for filing under 37 CFR §1.53(b) is a non-provisional patent application of:

Applicant(s): DONALD F. GORDON et al.  
For: METHOD AND APPARATUS FOR COLLECTING AND REPORTING  
CONSUMER TREND DATA IN AN INFORMATION DISTRIBUTION  
SYSTEM

Enclosed are:

Patent Application - 24 pages of Specification, 4 pages of Claims, 1 page of Abstract,  
and 9 sheets of formal drawings.

An unsigned Declaration

An unsigned Statement to establish Small Entity Status under 37 CFR §1.9 and §1.27


APPLICANT REQUESTS DEFERRAL OF THE FILING FEE UNTIL  
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Respectfully submitted,

  
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Date of Deposit: December 14, 2000

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By: 

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